WHAT IS CLAIMED IS:

1. A server apparatus for providing supplemental information, comprising:

    a controller;

    a storage device operatively connected to said controller;

    a receiver/transmitter, adapted for communicating with said controller, for receiving over a data communication network a request for supplemental information related to a video program and for receiving synchronization information related to the video program, and for relaying the request and the synchronization information to said controller; and

    said storage device in said controller containing a program, adapted to be executed by said controller, for processing the request for supplemental information, synchronizing the supplemental information to the video program, and for transmitting the synchronized supplemental information through said receiver/transmitter over the data communication network.

2. The apparatus according to Claim 1, wherein the supplemental information comprises audio and visual information recorded on a recording medium.

3. The apparatus according to Claim 2, wherein said storage device contains a database to store the supplemental information, and said program within said storage device is further adapted to perform database maintenance.

4. The apparatus according to Claim 1, said program is further adapted for receiving program identification information related to the video program and for transmitting the program identification information through said receiver/transmitter over the data communication network.

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5. The apparatus according to Claim 1, wherein the synchronization information comprises a time-code; and

said program is further adapted to update said time-code at predetermined intervals.

6. The apparatus according to Claim 1, wherein said receiver/transmitter is adapted for receiving additional requests from a requestor to interactively change the requested supplemental information based upon the viewed program; and

said program is further adapted to change and transmit the requested supplemental information in accordance with the additional requests from the requestor.

7. A method for providing supplemental information using a data processing apparatus including a CPU and a storage device operatively connected to the CPU and containing a program adapted to be executed by the CPU for processing a request for the supplemental information related to a video program and providing the requested supplemental information, said method comprising the steps of:

receiving a request for the supplemental information related to the video program;

receiving synchronization information related to the video program;

processing the request for the supplemental information by having the CPU in the data processing apparatus execute the program;

synchronizing the requested supplemental information to the video program using the synchronization information; and

transmitting the requested supplemental information.

8. The method according to Claim 7, wherein the requested supplemental information comprises audio and visual information.

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9.   The method according to Claim 7, further comprising the step of providing program

identification information prior to processing the request.

10.   The method according to Claim 7, wherein the synchronization information comprises

a time-code which is updated at predetermined intervals.

11.   The method according to Claim 7, further comprising the step of:

            receiving additional requests to interactively change the requested supplemental

information based upon the viewed video program; and

            changing the requested supplemental information in accordance with the additional

requests.

12.   Computer executable process steps, stored on a computer readable medium, for

processing a request for supplemental information related to a video program, comprising:

            a step to receive a request for the supplemental information;

            a step to receive program identification information;

            a step to receive synchronization information;

            a step to process the program identification information;

            a step to retrieve the requested supplemental information in accordance with the

program identification information;

            a step to synchronize the requested supplemental information to the video program in

accordance with the synchronization information; and

            a step to output the synchronized requested supplemental information.

13.   The computer executable process according to Claim 12, further comprising a step to

change the synchronized requested supplemental information based on additional

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instructions.

14.   The computer executable process according to Claim 12, further comprising the step of verifying that synchronization is maintained with the video program.

15.   The computer executable process according to Claim 12, wherein the synchronization information comprises a time-code which is updated at predetermined intervals.

16.   A system, comprising:

a display device configured to receive a video program, said video program including an audio component and a visual component, wherein said video program includes synchronization information; and

a data processing apparatus including a CPU and a storage device operatively connected to said CPU, said storage device containing a program, adapted to be executed by said CPU, for transmitting a request for supplemental information relating to said video program, for transmitting information corresponding to said synchronization information, for receiving the supplemental information, and for displaying the supplemental information that is synchronized to said video program in accordance with said synchronization information.

17.   The system according to Claim 16, wherein said display device and said data processing apparatus are integrated.

18.   The system according to Claim 16, wherein the supplemental information is received via a computer data communication network interface.

19.   The system according to Claim 16, wherein said visual component of said video program contains said synchronization information.

20.   The system according to Claim 16, wherein the program is further adapted to transmit the request for the supplemental information via a computer network interface to a server, and where said server transmits, in response, the requested supplemental information.

21.   The system according to Claim 16, wherein the program is further adapted to transmit program identification information and the synchronization information via a computer network interface.

22. The system according to Claim 16, wherein the program is further adapted to make additional requests to interactively change the supplemental information.

23.   The system according to Claim 16, wherein said video program is selected from the group consisting of a live television broadcast and a prerecorded television broadcast.

24.   The system according to Claim 16, where said system further comprises a reader, adapted to retrieve data from a computer readable medium, operatively connected to said data processing apparatus, and where the supplemental information is received from said reader which retrieves the supplemental information from said computer readable medium.

25.   The system according to Claim 24, wherein said reader is a CD-ROM device.

26.   A method for receiving supplemental information related to a video program using a display device for displaying the video program and a data processing apparatus including a

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CPU and a storage device operatively connected to the CPU and containing a program adapted to be executed by the CPU for requesting the supplemental information and for displaying the supplemental information, comprising the steps of:

displaying the video program on the display device, where the video program includes an audio component, a visual component and synchronization information;

initiating the program;

requesting the supplemental information;

transmitting information corresponding to the synchronization information from the video program;

receiving the supplemental information synchronized to the video program; and

displaying, via the data processing apparatus, the supplemental information.

27. A method for receiving supplemental information, comprising the steps of:

displaying a video program including an audio component, a visual component and synchronization information;

initiating a computer program adapted to process a request for supplemental information related to the action and events occurring within the video program;

requesting the supplemental information;

transmitting information corresponding to the synchronization information from the video program;

receiving the supplemental information; and

displaying the requested supplemental information, synchronized to the video program in accordance with synchronization information.

28. The method according to Claim 27, wherein the visual component of the video program contains program identification information related to the video program.

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29. The method according to Claim 27, wherein the visual component of the video program contains the synchronization information.

30. A method according to Claim 29, wherein the synchronization information comprises a time-code that is changed at predetermined intervals and which is used to synchronize the supplemental information to the video program.

31. The method according to Claim 27, further comprising the step of making additional requests to change, interactively, the requested supplemental information.

32. A method of receiving supplemental information related to a video program that includes an audio component and a visual component, comprising the steps of:

viewing the video program;

receiving program identification information and synchronization information related to the video program;

requesting the supplemental information;

providing the synchronization information and program identification information;

receiving the supplemental information; and

viewing supplemental information while the video program is in progress.

33. A method according to Claim 32, wherein the step of receiving synchronization information comprises receiving a time-code which is updated at predetermined intervals.

34. A method according to Claim 32, further including the step of paying for the supplemental information.

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35.   A method according to Claim 34, wherein the step of paying for the supplemental

information is accomplished by a credit card transaction.

36.   A method according to Claim 34, wherein said step of paying for the supplemental

information is performed through payment of a service statement.

37.   A method according to Claim 32, further comprising the step of making additional

requests to change the requested supplemental information.

38.   A method according to Claim 32, further comprising the step of initiating a computer

application program for processing the request for supplemental information made in said

requesting step.

39.   A system, comprising:

        a data processing apparatus including a CPU and a memory operatively connected to

said CPU;

        said memory containing a first program, adapted to be executed by said CPU, for

requesting supplemental information related to a video program, for transmitting

synchronization information related to the video program, for receiving the requested

supplemental information via a data communication network, and for displaying the

supplemental information;

        a server including a controller and a storage device operatively connected to said

controller; and

        said storage device contains a second program, adapted to be executed by the

controller, for processing the request for supplemental information, for receiving

synchronization information, for synchronizing the supplemental information to the video

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program, and for transmitting the synchronized supplemental information through the data communication network to said data processing system.

40. A method for providing supplemental information related to a video program using a data processing apparatus including a CPU and a memory operatively connected to the CPU and containing a first program adapted to be executed by the CPU for requesting the supplemental information, and a server including a controller and a storage device operatively connected to the controller containing a second program adapted to be executed by the controller for processing the request for the supplemental information, comprising the steps of:

initiating the first program;

requesting the supplemental information;

transmitting synchronization information related to the video program to the server;

processing the request for the supplemental information by having the controller in the server execute the second program;

synchronizing the requested supplemental information to the video program using the synchronization information;

receiving, by the data processing apparatus, the synchronized supplemental information; and

displaying, by the data processing apparatus, the synchronized supplemental information.

41. A method for receiving supplemental information, comprising the steps of:

initiating a computer program;

receiving program identification information and synchronization information related to a video program;

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processing the program identification information and the synchronization information;

receiving the supplemental information synchronized to the events and action of the video program; and

displaying the supplemental information.

42. A system, comprising:

a display device configured to receive a video program, said video program including an audio component, a visual component and synchronization information;

a server including a controller and a storage device operatively connected to said controller;

said storage device contains a first program, adapted to be executed by said controller, for processing a request for supplemental information related to said video program, for receiving information corresponding to said synchronization information, for synchronizing the supplemental information to said video program, and for transmitting the synchronized supplemental information through a data communication network;

a data processing apparatus including a CPU and a memory operatively connected to said CPU; and

said memory containing a second program, adapted to be executed by said CPU, for requesting the supplemental information from said server, for transmitting information corresponding to said synchronization information to said server, for receiving the supplemental information via the data communication network, and for displaying the supplemental information synchronized to said video program.

43. A method for providing supplemental information related to a video program using a display device for displaying the video program, a data processing apparatus including a CPU and memory operatively connected to the CPU and containing a first program adapted

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to be executed by the CPU for requesting the supplemental information, and a server including a controller and a storage device operatively connected to the controller containing a second program adapted to be executed by the controller for processing the requests, comprising the steps of:

displaying the video program on the display device, where the video program includes an audio component, a visual component and synchronization information;

initiating the first program;

requesting the supplemental information;

transmitting information corresponding to the synchronization information from the video program to the server;

processing the request for the supplemental information by having the controller in the server execute the second program;

synchronizing the requested supplemental information to the video program using the information transmitted in said transmitting step;

receiving, by the data processing apparatus, the synchronized supplemental information; and

displaying, by the data processing apparatus, the synchronized supplemental information.

44.   An article, comprising:

a recording medium having recorded thereon a visual component and an audio component for display on at least one display device; and

synchronization information recorded on said recording medium for display on at least one display device, said synchronization information adapted to synchronize supplemental visual and audio information not recorded on said recording medium to said visual and audio components.

45.   The article according to Claim 44, wherein said synchronization information comprises a time-code changed at predetermined intervals.

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46.   A signal containing information for requesting supplemental information relating to broadcast program information conveyed by the signal, comprising:

a broadcast program including a visual component and an audio component for transmission to at least one display device; and

program identification information and synchronization information included as part of said video component, said program identification information including a code for identifying said program, said synchronization information for synchronizing the supplemental information with the said program,

wherein said synchronization information is representative of the amount of time elapsed from the start of said broadcast program.

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